DOUBLE YOUR IG AD RESULTS

Monitor and check in on your ads every 3-4 days

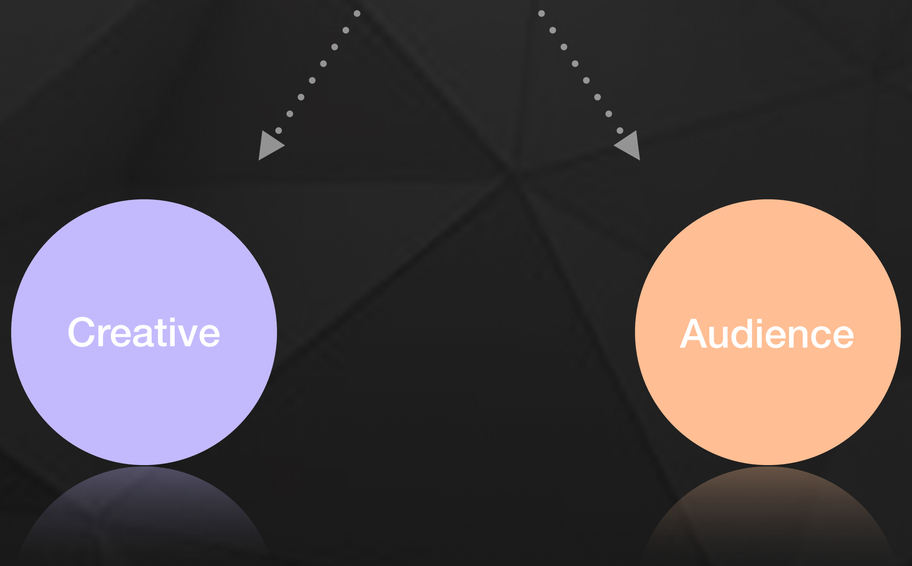
Keep your advertising **objective** in mind

We want to **maximize** our Instagram followers
and **minimize** our ad-spend

If the ad is performing well, **duplicate it** and then increase the budget

If the ad is **underperforming,**
pause the campaign.

When testing new campaigns remember there are only
2 changes you can make:



In facebook ads manager, **never** increase your budget by more than

20%

Make sure you **duplicate** the existing working ad and change the budget there

You don’t want to lose your **best performing** Ad!